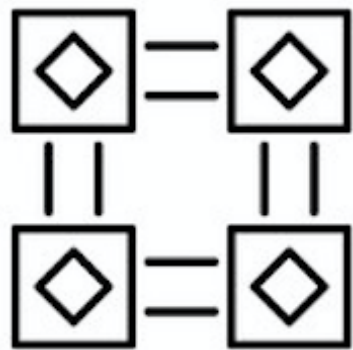# CASE STUDY N.2

Learning about Blockchain

WHO

COLLAGE®
WORKS

CollageWorks is a network of creatives, makers and designers, a charity supporting unemployed Londoners into the relative industries through **free project based learning**.

WHERE

The charity is based in Wood Green, in the Haringey Cultural Quarter.

IDEA

While attending meetups at Collage Works and studying UX design I had the idea, together with a couple of their tutors, to explore and learn about Blockchain inside a project group.
This technology, of which lots of things are told from one extreme to the other, we want to know more, and discover it by ourselves.

WHY

?

One of the main issues about Blockchain is **confusion**, due to first association with bitcoin and consequent attempts of making easy money even in an unethical way.
People are sceptical or scared but also attracted from this technology that seems inevitably assigned to become a very important part of the future.
Education is the solution to exit from confusion, to understand the real potential and different ways blockchain can be used.

Blockchain is compared to the Internet for the huge entity of innovation that is able to bring to our society, to how we relate to each other; during the process of knowing and accepting it lots of things will be said: everything and the opposite. We want to understand what blockchain technology really is and how it can improve our lives, beyond the chit-chats, the attempts to discredit its value.

"New technologies, new applications, new methods of interactions are continually arising and evolving.
Each new development seems to repeat the mistakes of the earlier ones.
Each new field requires time before it, too, adopts the principles of good design…requires experimenting and study before the principle of good design can be fully integrated into practice.
Good design starts with an blunderstanding of psychology and technology.
Good design requires good communication, especially from machine to person, indicating which actions are possible, what is happening, and what is about to happen."

From The Design of Everyday Things by Don Norman

Method of recruiting people to participate
Meetups, word of mouth.

Method of study
Develop some proto-personas or lean-personas about the type of archetypical participant that may attend the course before the course starts.

Develop a study about the group while things start happening.
- study participants collecting info about their reason for participating, cultural background, age…
- create personas based on the previous acquired info
- study how the group interacts and where these interactions can bring.

Motivation to partecipate in the experiment group might be:
-Learning about blockchain
-Game about blockchain
-Sense of belonging
-Adding a new skill for getting a job
-Growing as a person, adding a new experience

Final Goal
Eventually use the acquired info to develop a platform, useful for a local (or not) network of creative people that share content and 'work-abilities' reworded with its own 'ohana cryptocurrency'.
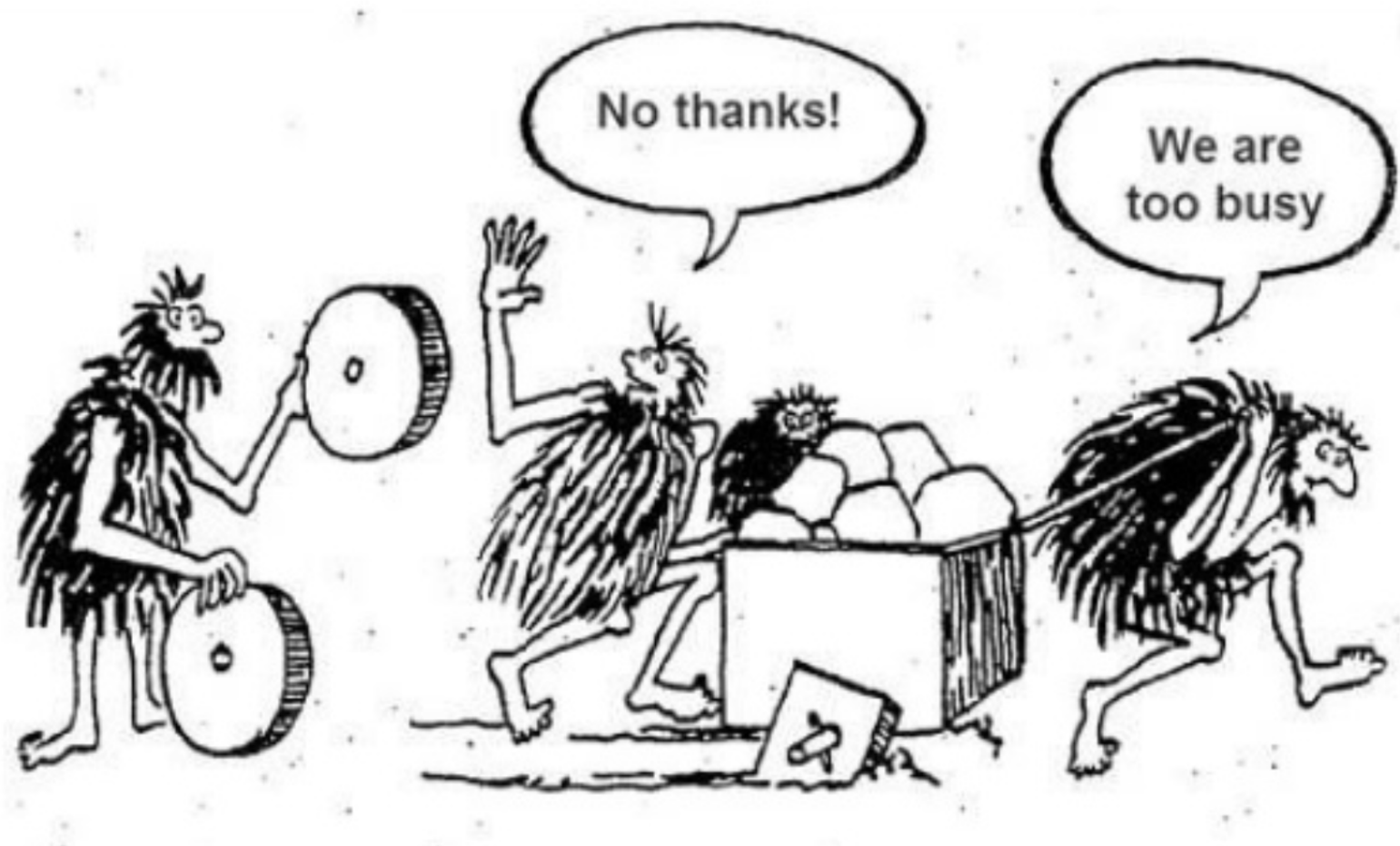
The future is always difficult to embrace and goes faster than we think
by Dinis Guarda, Author, CEO Founder ztudium blocksdna intelligenthq, Keynote Speaker